

## Statewide Lodging Performance First Quarter 2011

Market Year	Occupancy	ADR	RevPAR	Demand	Supply
<b>United States</b>					
2010	52.0%	\$96.34	\$50.07	222,813,069	428,719,343
2011	54.9%	\$99.33	\$54.56	237,889,546	433,089,141
% change	5.7%	3.1%	9.0%	6.8%	1.0%
<b>Mountain Region</b>					
2010	52.7%	\$96.99	\$51.11	27,216,455	51,648,468
2011	57.2%	\$99.88	\$57.10	29,847,652	52,212,203
% change	8.5%	3.0%	11.7%	9.7%	1.1%
<b>State of Arizona</b>					
2010	61.6%	\$106.04	\$65.35	6,095,552	9,891,625
2011	65.1%	\$108.19	\$70.44	6,503,057	9,988,327
% change	5.7%	2.0%	7.8%	6.7%	1.0%
<b>Metro Phoenix</b>					
2010	67.8%	\$120.51	\$81.72	3,657,621	5,393,491
2011	73.0%	\$123.27	\$89.93	3,993,260	5,473,854
% change	7.6%	2.3%	10.0%	9.2%	1.5%
<b>Metro Tucson</b>					
2010	64.1%	\$104.85	\$67.21	922,483	1,439,206
2011	65.1%	\$103.91	\$67.63	935,514	1,437,390
% change	1.5%	-0.9%	0.6%	1.4%	-0.1%
<b>Flagstaff AZ</b>					
2010	49.0%	\$64.17	\$31.43	227,684	464,909
2011	47.3%	\$64.94	\$30.73	219,981	464,850
% change	-3.4%	1.2%	-2.2%	-3.4%	0.0%
<b>Non-metro AZ</b>					
2010	49.0%	\$73.24	\$35.92	1,423,735	2,903,138
2011	51.1%	\$73.74	\$37.65	1,489,875	2,918,323
% change	4.1%	0.7%	4.8%	4.6%	0.5%

**Source: Smith Travel Research-** The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.